Welcome Bloggers and Future Bloggers!

Looking to become a blogger?
E-mail webteam@ifas.ufl.edu

Presenter: Danyel Boudreau
Blogs.IFAS Online Community Manager
Agenda

1. Blogs.IFAS – Getting Started
   • What is Blogs.IFAS?
   • How to Become a Blogger
   • IFAS Web Services Request Form
   • Author Profile

2. Blogging Basics
   • How to Post
   • What Makes a Great Blog Post
   • What Makes a Great Title
   • Uploading a Featured Image
   • Categories & Tags

3. Blogging Even Better
   • Sharing Posts
   • Writing for SEO
   • Accessibility Tips
   • Delay Publishing Post

4. Analytics & Other Tools/Processes
   • How to Access Analytics
   • Subscriptions/Blog Digest
   • Event Calendars
   • CAFE Latino
Blogs.IFAS – Getting Started

Quick Introduction to the Platform
Blogs.IFAS – Getting Started

- What is Blogs.IFAS?
- How to Become a Blogger
- IFAS Web Services Request Form
- Author Profile
What is Blogs.IFAS.UFL.EDU?

- By the numbers...
- UF/IFAS Blogs: 100+
- UF/IFAS Bloggers: 600+
Why be a part of Blogs.IFAS?

- UF/IFAS Blogging Platform provides a unique level of reach
- Blogs are a dynamic, personal way to interact with the world
- Promote UF/IFAS Blogs on Social Media
- Sometimes the media picks up content from Blogs.IFAS
- Blog visitor activity is quantifiable

Expand Your Reach

Provide Blog Analytics
Who Can Become a Blogger?

ANYONE AT UF/IFAS!!

- We have blogs for Extension, RECs, Departments, programs, schools, centers, stations etc.
- If you are unsure about what blog you would fit into, ask us!
How Do I Become a Blogger?

Get started:

1. Fill out a web services request: [https://ics.ifas.ufl.edu/web-work-request/](https://ics.ifas.ufl.edu/web-work-request/). The webteam will send you a link to complete a brief online training course.

2. E-mail us back to let us know you have completed the course, and we’ll add you to your blog.

3. Write your author profile, upload your profile image or avatar, and start blogging!
IFAS Web Services Request Form

https://ics.ifas.ufl.edu/web-work-request/

**IFAS WEB SERVICES REQUEST FORM**

**Request Type**
- [ ] Bug Report
- [ ] Domain Name Approval
- [ ] Content Update
- [x] Add Me To Blogs IFAS
- [x] Add Me To Google Analytics
- [ ] Add Me To TERMINALFOUR (T4)
- [x] New Blog Project
- [ ] New Project (Website or Web Application)
Author Profile / Photo

- Having an author profile and photo can enhance readership, i.e., encourages readers to continue reading your blog post.

- Author profiles should:
  - Be complete sentences
  - Be in the third person
  - End with preferred contact information
    - Email, formatted: name [at] ufl [dot] edu or
    - social media handles
  - Include a profile photo or avatar

Michael Sipos
Michael is the UF IFAS Sea Grant Agent for Collier County. His programs focus on delivering educational materials regarding sustainable fisheries, fisheries enhancement, water quality and environmental literacy.
How to Edit Your Author Profile

Navigate to your profile page by clicking on your name in the upper-right corner.

About Yourself

Biographical Info

Danisadi is the Online Community Manager for UF/IFAS. You can reach her at danisadi [at] ufl [dot] edu.

Share a little biographical information to fill out your profile. This may be shown publicly.

Avatar

Upload Avatar

Choose from Media Library
Delete local avatar
Questions?
Blogging Basics
What You Need to Know to Get Blogging!
Blogging Basics

- How to Post
- What Makes a Great Blog Post
- Uploading Featured Image
- Categories & Tags
How to Post

• Login to Wordpress
• Go to Posts > Add New
Undergraduate Student Feature: Jennifer Jordan, Food Science

Discover FSHN Series! Jennifer Jordan is a food science major from Tampa, FL in her last semester at UF. Read to know the unconventional virtual internship with PepsiCo, her fascination with history, and how crepes inspired her

The unconventional virtual internship was an enlightening experience that helped me strengthen valuable skills including time management and knowledge transfer.
## Writing a Great Blog Post

### The Good

- Short, informal, and conversational
- Identify and write for your target audience(s)
- Use high-resolution images from approved sources
- Post regularly
- Seasonal content
- Proofread your content and title
- Organize your content
  - Introduction, body, conclusion
  - Utilize headings if content is longer or covers multiple subjects

### The Bad

- You wouldn’t plagiarize someone’s words, don’t take their images!
- Don’t share press releases before they are officially released
- Avoid bias--Stick to scientific findings & recommendations
- Don’t post ads, promotions, or spam
Writing for Your Target Audience

Who am I writing for?

- Who will benefit from this information?

For the topic I am writing about, what does my audience want to know?

- Do they need any background information?

How will they use this information?

How do I want to impact my audience?

- Do I want to inform my audience?
- Do I want to teach my audience how to do something?
- Do I want to change my audience’s behavior?

Keep in mind: Your target audience may shift depending on the topic and content of your posts.

Keep in mind: People consume online information different from printed material. Readers tend to scan a blog for content looking for key pieces of information, then decide to read more or leave to find other content.
What Makes a Great Title?

- Keep titles short and informative
  - Ex: “New Citrus Rootstocks Created by UF/IFAS Researchers”
- Use question words (who, what, where, why, when, and how) to set up your title or heading
  - Ex: “How to Prepare for El Niño”; “What You Need to Know about Africanized Bees”
- Use title case and check for grammar
  - Capitalize all words except: a, an, and, at, but, by, for, in, nor, of, on, or, so, the, to, up, yet* (unless yet is acting as a verb).
- Include a “Part I” or subheadings if the post is part of a series

Do…

Don’t…

- Use long cumbersome titles or headings
  - Ex: “Five New Citrus Rootstocks Have Been Created by Citrus Researchers at Citrus Research and Education Center, Lake Alfred, Florida”
- Use charged or alarmist language.
  - Ex: Examples: “Stop El Niño from Destroying Your Home”; “Keep Your Family Safe from Killer Bees”
How to Upload a Featured Image

- Size requirement: 1338 x 357 pixels
- Editing tools—many options!
  - MS Paint, MS Paint 3D, Pixlr*, Adobe Photoshop, GIMP*, Canva*

Remember to only images you have permission to use!

*free tools
Image Editing Video Tutorials

- Featured image editing using Photoshop, Pixlr, and MS Paint
  - https://www.youtube.com/watch?v=gzvzmqR0DAA&t=2s

- Photo Editing using Canva
  - https://www.youtube.com/watch?v=wmRmgsYhn2I&feature=youtu.be

- Photo editing using GIMP
  - https://mediasite.video.ufl.edu/Mediasite/Play/495bb506ea674fa093bf8309217d77f21d

- Formatting Images within Blog Posts
  - https://www.youtube.com/watch?v=iqFzoc8GQLY&feature=youtu.be

https://extadmin.ifas.ufl.edu/communications/blogs/ (under Photo Editing Tutorials and Image Use Guidelines)
Approved Photo Sources

• Only use photos from approved photo sources

• Approved Photo Sources
  • UF/IFAS Photo Archive
    • [http://photos.ifas.ufl.edu/](http://photos.ifas.ufl.edu/)
  • UF Stock Photos
    • Credit the University or a specific name if there is photo credit information.
  • UF/IFAS Entomology Photo Archive
    • [http://entomology.ifas.ufl.edu/imgs/](http://entomology.ifas.ufl.edu/imgs/)
  • Photos you take yourself or from someone else in your department (be sure to verify the origin)
    • [https://branding.ifas.ufl.edu/media/brandingifasufledu/UF-IFAS-Video-Photo-Release.pdf](https://branding.ifas.ufl.edu/media/brandingifasufledu/UF-IFAS-Video-Photo-Release.pdf)
    • Request release forms if image includes people from a private event that were not UF/IFAS employees. Always use release forms if the photo includes a minor.
    • General Consent and Release Form: [https://branding.ifas.ufl.edu/media/brandingifasufledu/UF-IFAS-Video-Photo-Release.pdf](https://branding.ifas.ufl.edu/media/brandingifasufledu/UF-IFAS-Video-Photo-Release.pdf)
Categories & Tags

Categories determine where you blog is organized within Blogs.IFAS

Tags help search engines populate their search results
Selecting Categories

Browse By Category

Choose to read a collection of posts by category. The categories below represent a collection of information shared by specialists throughout Florida.

- Agriculture
  - Agribusiness
  - Crops
  - Farm Management
  - Horticulture
  - Livestock
  - Pests & Disease (Agriculture)
  - Turf
- Natural Resources
  - Coasts & Marine
  - Conservation
  - Forests
  - Invasive Species
  - Recreation
  - Water
  - Wildlife
- Home Landscapes

Subscribe

Fill in the following information to receive an email when a new blog post is added to your favorite category.

Email Address *
First Name
Last Name

* Indicates required

IFAS Blogs Categories

- Agriculture
- Natural Resources
- Home Landscapes
- Work & Life
- 4-H & Youth
- All Categories

SUBSCRIBE
Inserting Tags

• Tags can be a keyword or keyphrase
• Tag words/phrases should also found in your blog post.
• When read all together, tags should give an idea of the overall blog post message.

Tagging Tips

• ~5-7 tags per post
• Avoid repetitive variations i.e.: horse, horses, equine. Stick with just one.
• Use Author Name as a Tag
• Be aware that some tags send your post to relevant blog feeds
UF/IFAS Blog Tag Lexicon

UF/IFAS Blog Tag Lexicon:
http://branding.ifas.ufl.edu/social-media-and-blogs/
(under Social Media Resources)

Goals:
• Standardize tags
• Help UF/IFAS gain more traction in search engines.

It’s still a work on progress, so send us your feedback!
Post Checklist

- Insert Content
  - Edit Content in Wordpress (Add Headings, Links, etc…)
- Insert Title
- Upload Featured Image
- Select Category/ies
- Add Tags
- Click Publish!

Many bloggers use a word processor to write their content, then paste the proofread content into Wordpress for final editing.
Questions?
Blogging Even Better
Tips to Make You Blog Even Better
Blogging Even Better

- Sharing Your Posts
- Writing for SEO
- Accessibility Tips
- Delay Publishing Post
Sharing Your Posts

UF/IFAS Social Media Links

Facebook: @UFIFASNews
Twitter: @UF_IFAS
Instagram: @ufifas_solutions
YouTube: @IFASVideo
Writing for SEO – Yoast SEO Tab

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?

Analysis results

- Problems (3)
  - **Internal links:** No internal links appear in this page, **make sure to add some!**
  - **Keyphrase length:** No focus keyphrase was set for this page. Set a keyphrase in order to calculate your SEO score.
Passive voice vs Active voice

**Passive voice**: The new invasive species was identified by UF/IFAS researchers.

**Active voice**: UF/IFAS researchers identified the new invasive species.

Headings

Structure your headings (e.g. H1, H2) so they are correctly nested and use them to logically break up your content.
Accessibility Tips

• Images should include alt text
  • Screen readers will read this alt text to visually impaired users to communicate the content of the image.
  • Alt text also helps search engines index your images.

• Utilize headings
  • Screen readers will use these headings to jump through the page to determine which section to read. (Another good reason to nest your headings correctly.)
Delay Publishing Post

- Blog posts publish immediately by default when you click Publish.
- You can choose the date your blog post is published to delay publication.

This is helpful if you have more than one post ready at the same time and you don’t want to post them on the same day.
Questions?
Blog Analytics & Other Tools / Processes

Other tools and processes you may find useful
Blog Analytics & Other Tools/Processes

- How to Access Analytics
- Subscriptions / Blog Digest
- Event Calendars
- CAFE Latino
Analytics

• Analytics is running on the back-end as soon as your site is created.

• Two ways to access analytics data
  • Google Data Studio
  • Google Analytics
Access Google Data Studio

Navigate to https://ics.ifas.ufl.edu/our-services/web-services/

Under Training>Web>ON-DEMAND SNAPSHOT: View Your Current To Previous Monthly Blog Stats
Google Data Studio Page 1

Page 1: Dynamic Snapshot

Pageviews

Select date range
Request Access to Google Analytics

IFAS WEB SERVICES REQUEST FORM

Request Type*
- Bug Report
- Domain Name Approval
- Content Update
- Add Me To Blog IFAS
- Add Me To Google Analytics
- Add Me To TERMINAL1OUR(T4)
- New Blog Project
- New Project (Website or Web Application)

Is this request for analytics for a county Extension web site?
- Yes, this is for a county Extension office.
- No, this is for a unit other than a county Extension office.

Name*
First
Last

https://ics.ifas.ufl.edu/web-work-request/
Accessing Google Analytics

1. Submit a web request for access: [https://ics.ifas.ufl.edu/web-work-request/](https://ics.ifas.ufl.edu/web-work-request/)
   
   A. If your unit **has already registered your service email account with Google:**
      2. You can access by contacting your Blog Coordinator.
      3. Log in to Google Analytics with your agency’s login credentials: [https://analytics.google.com](https://analytics.google.com)

   B. If your unit **does not have a Google account:**
      1. The webteam will help connect your account to Google Analytics.
      2. Once your email service account is registered with Google, this email is connected to Google Analytics by the webteam.
      3. Log in to Google Analytics with your agency’s login credentials: [https://analytics.google.com](https://analytics.google.com)
Google Analytics

- Select date range
- Pageviews

Behavior > Site Content > All Pages
Google Analytics: View by Author/Post

- In Google Analytics, navigate to: Behavior > Site Content > All Pages

- View pageviews by post
  - Select date range in the upper-right drop-down. Below the graph is a list of pages; this is the list of posts sorted by pageviews.

- View pageviews by author
  - Above this list, click “Secondary dimension”. Choose Author (Content Group).
  - To filter this view, click advanced next to the search window.
  - Select Include, Author (Content Group), Exactly Matching, then type in the author’s name exactly as it appears in the list below (if you start typing a name, Google will often help auto-fill for you).
  - Click Apply.
  - Now you will only see a list of posts by that author.
  - Click edit to modify this filter.
Subscriptions / Blog Digest

Subscribe

Fill in the following information to receive an email when a new blog post is added to your favorite category.

Email Address *

First Name

Last Name

* indicates required

IFAS Blogs Categories

- Agriculture
- Natural Resources
- Home Landscapes
- Work & Life
- 4-H & Youth
- All Categories

Subscribe
Event Calendars

Living Simply - A Sustainability Outlook
We've been spending a lot of time at home due to the pandemic, and I'm sure many of you have been examining your resource use from paper towels to water, food and energy. According to this article, 64% of Americans are inspired to adopt more eco-friendly behaviors as a result of the

05/30/2020

Every Ten Years: The U.S. Census 2020
Every ten years an event happens that is important to you and to your community, the Census. How

Lynnette Jean Named Family Nutrition Program Associate Director
By Stella Herbstine Lynnette Jean has been named the new associate director for the UF/IFAS Extension Family Nutrition Program. She began her official duties July 12, 2020 “My focus in leading the Family Nutrition Program is on leveraging our strengths and expertise with those of our community partners,” said Jean

10/12/2020

View All Upcoming Events
- Oct 27, 2020
  Horticulture Hot Line (10am-12pm & 1:00pm-4:00pm)

- Oct 28, 2020
  Florida Supersaturated Plant Poisoning

- Oct 29, 2020
  Horticulture Hot Line (10am-12pm & 1:00pm-4:00pm)
• To better serve the 5 Million+ Spanish speaking residents in Florida, UF/IFAS Extension Faculty designed and built the Coalition of Florida Extension for Latino Communities (CAFE Latino)
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Summary

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